

Immersive Light Experience Business for Sale Queenstown



For Sale

Location: **New Zealand**
Asking: **POA**
Type: **Tourism/Leisure / New Opportunities**

Premium Turnkey Immersive Light Experience

A Rare Opportunity to Acquire a Proven Visitor Attraction

An exceptional opportunity exists to acquire a fully developed immersive light, sound and multimedia attraction that has been professionally designed as a premium after-dark visitor experience.

This is far more than a collection of lighting equipment. Included in the sale is an extensive portfolio of intellectual property, custom show programming, interactive technology, specialist control systems, weatherproof infrastructure and large-scale artistic installations that together create a unique, fully integrated visitor attraction.

Developed over several years by an experienced creative and technical team, the experience has already overcome the significant investment of time, design and development typically required to bring a project of this scale to market.

The attraction has been designed as a flexible, modular experience, allowing installation as one continuous visitor journey or multiple themed zones to suit a variety of locations and site layouts.

Ideal purchasers include existing tourism operators, wildlife parks, cultural attractions, botanic gardens, holiday parks, destination venues, event operators and organisations seeking to introduce a premium evening experience while maximising existing visitor infrastructure.

Key features include:

1. Fully developed turnkey immersive attraction
2. Extensive intellectual property and custom programming
3. Interactive light, sound and projection experiences
4. Signature large-scale themed installations
5. Advanced show control and networking systems
6. Purpose-built outdoor infrastructure
7. Flexible modular design suitable for a range of locations
8. Strong appeal to families, domestic visitors and international tourists
9. Excellent opportunity to expand evening operations and enhance visitor experiences

The sale includes a substantial inventory of specialist lighting, audio, projection, control systems, interactive technology, custom-built installations and associated intellectual property required to operate the experience. A comprehensive asset register is available to qualified purchasers.

Purpose-built attractions of this calibre are exceptionally rare to market and offer purchasers the opportunity to fast-track years of creative development and establish a premium visitor experience with immediate commercial potential.

Further information, including a detailed asset schedule and commercial overview, is available, please contact specialist Tourism Business Broker Adrian Chisholm today on 021 727 888 or email adrian@tourismproperties.com

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